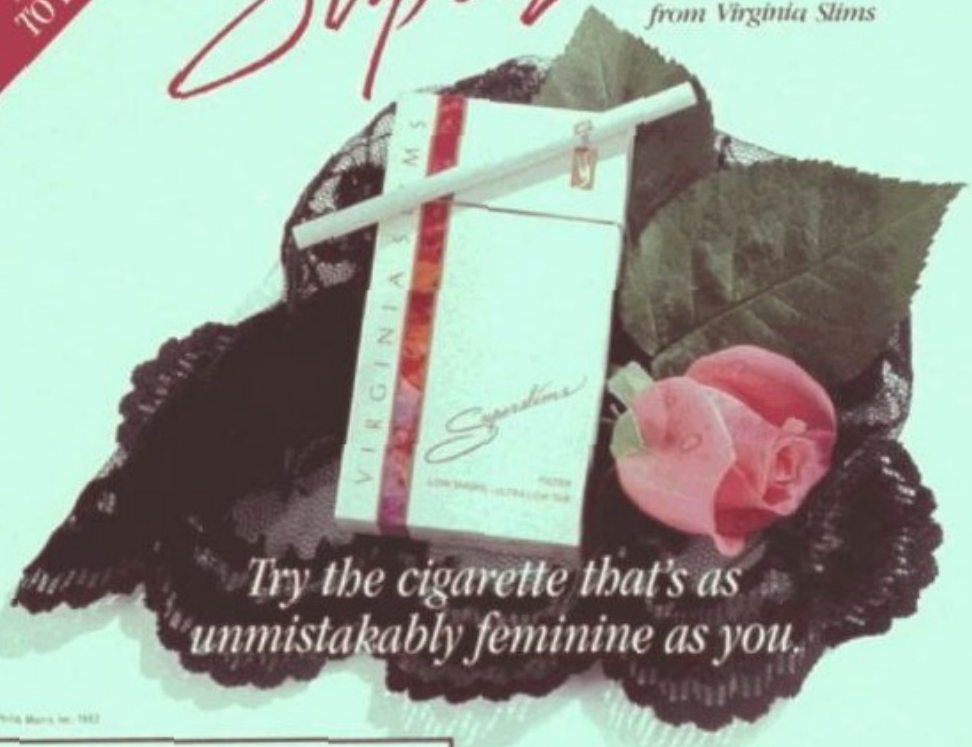
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad# FSI112-A3 Req.# M21786 Superslims FSI Offensive #2 Page 4/C (8"x10-13/16") Quad Marketing
Printed in U.S.A.
September 27, 1992

A SPECIAL OFFER TO FIT YOUR STYLE.

Superslims

from Virginia Slims



Try the cigarette that's as unmistakably feminine as you.

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Superslims & Ultra Lights Menthol: 6 mg "tar," 0.4 mg nicotine – Ultra Lights: 6 mg "tar," 0.5 mg nicotine – Lights 100's: 9 mg "tar," 0.7 mg nicotine – 120's & 100's Regular: 15 mg "tar," 1.1 mg nicotine – 100's Menthol: 15 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

FREE Lace Pocket Square

with 10 pack UPCs.

This versatile lace pocket square adds a feminine touch to everything from that little black dress to that great denim jacket. And it's all yours free when you send 10 pack UPCs.

Virginia Slims Lace Offer
P.O. Box 25401
Kankakee, IL 60902-5401

Name (Ms., Mrs., Mr.)
Address _____ Apt. _____
City _____ State _____ ZIP _____
Phone ( ) _____
Regular Brand Smoked _____

Offer limited to smokers 21 years of age or older. Offer good in USA only. Void where prohibited, licensed or taxed. Offer good until December 31, 1992 or while supplies last. Limit one per person. Allow 10-12 weeks for delivery. No facsimiles accepted.

By accepting this offer and signing below, I certify I am a smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and occasional offers in the mail, subject to applicable state and federal law.

Signature _____ Birth Date ____/____/____
(Required) (Required)

MANUFACTURER'S COUPON EXPIRES 12/31/92

$1.00 OFF

2 packs or 1 carton

Superslims or any style Virginia Slims.

Consumer: LIMIT—one coupon per store visit. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Prohibited on any promotion of discount sale or rebate. Other good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling, only if you and the consumer have complied with the terms stated. Void where submitted by unauthorized agent. Invoices showing purchases sufficient to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., P.O. Box 7500, Kankakee, IL 60902.

© Philip Morris Inc. 1992

Name (Ms., Mrs., Mr.)
Address _____ Apt. _____
City _____ State _____ ZIP _____
Phone ( ) _____
Regular Brand Smoked _____

By redeeming this coupon and signing below, I certify I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and occasional offers in the mail, subject to applicable state and federal law.

Signature _____ Birth Date ____/____/____
(Required) (Required)

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